

Fashion Calendar

1949

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10/3/49

JANUARY

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RUTH FINLEY, Editor

FRANCES HUGHES, Associate Editor

44 WEST 52nd STREET • NEW YORK 19

ELdorado 5-3693

A WEEKLY PUBLICATION

FASHION CALENDAR

NOTE: Events are repeated until they take place. New events, last minute changes and revisions are added each week as quickly as scheduled. FASHION CALENDAR asks your indulgence for the unavoidable changes and new events that come up between issues.

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
<u>WEEK BEGINNING MONDAY, OCTOBER 3, 1949</u>			
Oct. 3	YOM KIPPUR--JEWISH DAY OF ATONEMENT (Monday).		
Beginning Monday	EXHIBIT: WOOD BLOCKS & TEXTILES OF INDIA	TRAPHAGEN SCHOOL OF FASHION	1680 BROADWAY AT 52ND STREET
Oct. 3	East Indian wood blocks, used in the printing of Indian cottons, and showing typical native textile designs, exhibited together with examples of the printed fabrics. Open to public. Contact: Dorothy Tyroler, CO. 5-2077.		
Beginning Monday	ANNUAL SURVEY OF ADVERTISING COURSE	ADVERTISING WOMEN OF NEW YORK, INC.	HOTEL ASTOR
Oct. 3 7:00 P.M.	Twenty-first Survey of Advertising Course, including 24 Monday evening lectures. Subject of first lecture: "Advertising and Public Relations". Speaker: Fen K. Doscher, Vice Pres., Lily-Tulip Cup Corp. Fee for course \$12.00. Contact: Advertising Women, CI. 5-4149.		
Tuesday Oct. 4 1:00 P.M. Luncheon	IMPORTED FALL FASHIONS AT LUNCHEON SHOW	CALLOT SOEURS OF PARIS, INC.	RITZ-CARLTON HOTEL OVAL ROOM
	"Paris 1950--Callot Soeurs of Paris will present imported fashions. Original hats by Claude St. Cyr. Hosiery--Modeltex. Press by invitation. Public by reservation; contact: MU. 8-3000, Ext. 6. Callot Soeurs Publ.: Mary Marsh, PL. 9-2675. Ritz Fashion Publ.: Marion Morrison, MU. 8-3000.		
Tuesday Oct. 4 3:00 P.M. Cocktails	PRESS PREVIEW OF INDIVIDUAL COIFFURES	EMILE PARK AVENUE	445 PARK AVENUE SALON
	Press preview of the newly opened Salon of Emile Park Avenue, hair stylist (formerly at 598 Madison Avenue), now associated with the Dorothy Gray Salon at 445 Park Avenue. Attendance by invitation only. Contact: PL. 3-8090. Publicity: Viola Shefer, PL. 3-3172.		
Tuesday Oct. 4 4:00 P.M. Cocktails	PRESS PREVIEW OF HOLIDAY HATS	WALTER FLORELL, INC.	29 EAST 53RD STREET SALON
	Walter Florell will present a press showing of "Glittertops", new collection of hats for the Holiday season. Attendance by invitation only. Publicity: Mildred Kaldor, MU. 9-5420.		
Tuesday Oct. 4 4:30 P.M. Cocktails	PREVIEW OF RESORT & SUMMER SWIMSUITS	ROSE MARIE REID OF CALIFORNIA	STORK CLUB 3 EAST 53RD STREET
	Presentation to the press of new Resort and Summer swim fashions by Rose Marie Reid of California. <u>Showing promptly at 5:00 P.M.</u> By invitation only. Publicity: Kay Wister, OR. 9-4263.		
Beginning Tuesday Oct. 4	OPENING OF HOLIDAY COLLECTION	NALI-BEE (J. & J. NALIBOTSKY)	1350 BROADWAY SHOWROOM
	Presentation of Nali-Bee holiday dresses, featuring cottons ranging from Dobby weaves to cotton Matlasse. Contact: Marian Ostroff, PE. 6-5520.		

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Wednesday Oct. 5 12:45 P.M. Luncheon	"STAR TIME AT PIERRE" SHOES & MILLINERY "Intrigue from Head to Foot"--presentation of Fall shoe and millinery fashions at luncheon show. Guests of honor: Ed & Pegeen Fitzgerald. Press by invitation. Public by reservation; contact: Francois, TE. 8-8000. J. & J. Slater Publicity: Neil Sullivan, PL. 9-4805. Hotel Pierre Fashion Director - Commentator: Nola Luxford, TE. 8-8000.	J. & J. SLATER; HATS BY SALLY VICTOR	HOTEL PIERRE COTILLION ROOM
Wednesday Oct. 5 1:00 P.M. Luncheon	LUNCHEON FASHION PRESENTATION Fashion show by The Tailored Woman. Press by invitation. Public by reservation; contact: "Nino", headwaiter, EL. 5-3000. Tailored Woman Publicity: Belle Irene Gillis, PL. 5-2500. Ted Saucier Publicity Office: Annette Goodrich, EL. 5-3000.	THE TAILORED WOMAN	WALDORF-ASTORIA SERT ROOM
Wednesday Oct. 5 2:30 P.M.- 5:30 P.M.	INFORMAL SHOWINGS OF NEW MILLINERY "Madhatter" fashion show by Oppenheim Collins, with informal modeling of hats for all ages. Open to public. Publ.: Marjorie Groff, WI. 7-8200.	OPPENHEIM COLLINS, N.Y.	2ND FLOOR MILLINERY DEPT.
Wednesday Oct. 5 4:30 P.M.	PRESS SHOWING OF PARISIAN IMPORTS Nancy, Inc. will present a showing of imports from leading Paris designers. Attendance by invitation only. Contact: Miss Nancy, PL. 3-2010.	NANCY, INC.	37 EAST 58TH STREET SALON
Thursday Oct. 6 1:00 P.M. Luncheon	FUR FASHIONS DURING LUNCHEON Gunther-Jaeckel will present Fall and Winter fur fashions, designed by Alice Orovan. Press by invitation. Public by reservation; contact: PL. 9-3000, Ext. 176. Gunther-Jaeckel Publicity: Georgine Thompson, PL. 5-7000. Plaza Fashion Director, Mary Alice Rice, CI. 6-1790.	GUNTHER-JAECKEL	HOTEL PLAZA PERSIAN ROOM
Postponed Oct. 6	PREVIEW OF 1950 SWIMSUIT COLLECTION, "SEAMOLDS" BY FLEKEES, ORIGINALLY SCHEDULED FOR THURS., OCT. 6 HAS BEEN POSTPONED TO FRIDAY, OCT. 14 AT 4 P.M.		
Thursday Oct. 6 5:30 P.M.	COMPLETE SHOWING OF BUDGET DRESSES Oppenheim Collins will present a showing of budget dresses. Special guest: Candy Jones, who will present the Oppenheim Collins "Career Girl Award." Open to public. Publicity: Marjorie Groff, WI. 7-8200.	OPPENHEIM COLLINS BROOKLYN	2ND FLOOR BUDGET DEPARTMENT
Friday Oct. 7 9:00 A.M. Breakfast	SHOWING OF RESORT COLLECTION Carolyn Schnurer will present a breakfast preview of her Resort collection on Friday, Oct. 7, at 9:00 A.M. Attendance strictly by invitation. Beginning Monday, Oct. 10, there will be daily showings at 10:30 A.M. and 12:30 P.M. (Box Luncheon). Contact: Lee Walker, CH. 4-8446.	CAROLYN SCHNURER	1410 BROADWAY SHOWROOM, 23RD FL.
Friday Oct. 7 11:00 A.M.	PRESS SHOWING: RESORT AND SPRING COLLECTION Press preview by del Mar Sportswear, Ltd. of their Resort and Spring collection, designed by Clifford. Showing will be followed by box luncheon. Attendance by invitation only. Trade opening on Tuesday, Oct. 11, with continuous showings daily. Publicity: Mildred Kaldor, MU. 9-5420.	DEL MAR SPORTSWEAR LTD.	498 SEVENTH AVENUE SHOWROOM - 8TH FL.

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Friday Oct. 7 2:30 P.M.	PRESS PREVIEW OF JUNIOR FASHIONS Press showing of Junior dresses, suits, sportswear and coats from Gimbels' fourth floor "Junior World". Attendance by invitation. This department will be open to public on Monday, Oct. 10. Publicity: Terry Mayer, LO. 5-1500, Ext. 600.	GIMBELS	9TH FLOOR PUBLICITY OFFICE
Friday Oct. 7 4:30 P.M. Cocktails	PRIVATE RECEPTION; MET. OPERA HOUSE "The Ambassador", the British Export Journal for Textiles and Fashions (Mr. H.P. Juda, publisher and editor), is giving a private reception to meet the Ballerinas and the Corps de Ballet of the Sadler's Wells Company from the Royal Opera House, Covent Garden, London. Attendance strictly by invitation. Contact: Mrs. Joan S. Aston, PL. 9-6000.	MR. H.P. JUDA, PUBLISHER OF "THE AMBASSADOR"	SHERRY'S ROOMS B'WAY & 39TH ST.
Monday Oct. 10 10:30 A.M.	PREVIEW OF RESORT FASHIONS BY BRIGANCE Press showing of the resort collection, designed by Brigance. Attendance by invitation only. Publicity: Eleanor Lambert, MU. 8-2130.	CHARLES W. NUDELMAN	550 SEVENTH AVENUE SHOWROOM
Monday Oct. 10 10:30 A.M. And 2:30 P.M.	PRESS PREVIEW: CRUISE AND RESORT COLLECTION Margaret Newman will present her Cruise and Resort Fashions to the press at 10:30 A.M.; again at 2:30 P.M. Showing of cocktail, afternoon and spectator sports fashions; playclothes, slacks and bathing suits. By invitation only. Trade showings for remainder of week at 10:30 A.M. and 2:30 P.M.; thereafter, continuous showings. Publ.: Ann Rabin, TR. 7-0455.	MARGARET NEWMAN ORIGINALS, INC.	525 SEVENTH AVENUE PENTHOUSE
Monday Oct. 10 1:00 P.M. Luncheon	MILLINERY FASHIONS AT LUNCHEON SHOW Walter Florell will present new millinery fashions. Press by invitation. Public by reservation; contact: PL. 9-3000, Ext. 176. Florell Contact: PL. 5-0895. Plaza Fashion Director: Mary Alice Rice, CI. 6-1790.	WALTER FLORELL	HOTEL PLAZA TERRACE ROOM
Beginning Monday Oct. 10	OPENINGS OF RESORT AND SPRING LINES The opening dates of the Sportswear Guild manufacturers are as follows: <u>Monday, October 10</u> SPORT-CRAFT, INC.; STAR-MAID DRESSES, INC. <u>Tuesday, October 11</u> ADLER & ADLER, INC.; KANE-WEILL. <u>Wednesday, October 12</u> DAVIDOW; DAVID M. GOODSTEIN, INC.; MUTUAL-ROSENBLOOM CO. <u>Thursday, October 13</u> CHARLES W. NUDELMAN, INC.; ZOLTAN ROSENBERG, CO. Contact individual manufacturers.	THE SPORTSWEAR GUILD	INDIVIDUAL NEW YORK SHOWROOMS
Monday Oct. 10 7:30 P.M.- 9:30 P.M.	SECOND SESSION OF FASHION TRAINING COURSE Subject: "Fabric Styling"--Cottons, synthetics and woolens. Speakers: Mimi Blaker, Galey & Lord, Inc.; Adele Benjamin, Verney Corp.; Jeanne Pierre, A.D. Julliard & Co., Inc. (No lecture on Monday, Oct. 3, because of the Jewish holiday). Tuition fee for series: \$15.00; or \$2.00 for each individual lecture. Contact: The Fashion Group, Inc., CI. 7-3940.	THE FASHION GROUP, INC. (9 ROCKEFELLER PLAZA)	CARL FISCHER CONCERT HALL-165 W. 57TH ST.

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Tuesday Oct. 11 10:00 A.M. Breakfast	PRESS PREVIEW: 1950 SWIMSUIT FASHIONS Catalina will present a press showing of swimsuit fashions for 1950. Attendance by invitation only. Publicity: Rosemary Sheehan, CI. 7-8060.	CATALINA, INC.	HAMPSHIRE HOUSE COTTAGE
Beginning Tuesday Oct. 11 10:30 A.M.; 2:30 P.M.	SHOWING OF RESORT & CRUISE COLLECTION Press and trade showings by Frances Sider of her two collections of vacation clothes for swimmers, sun baskers, bicyclers, and travelers. Publicity: Terry Mason, LO. 4-3323.	FRANCES SIDER, INC. & SUNCLOTHES, INC.	1384 BROADWAY SHOWROOMS
Tuesday Oct. 11 12:30 P.M. Luncheon	FALL FASHIONS AT BENEFIT LUNCHEON Fira Benenson will present her Fall wholesale collection at a Rummage Benefit for the New York City Mission Society. Hats--Germain Vittu. Furs--John Dragonette. Commentator: Florence Pritchett. Price of luncheon: \$4.00 (with rummage); \$6.50 (without rummage). Contact: Dee Hales, VO. 5-2800, Ext. 2. Fira Benenson Contact: MU. 8-0900. Sherry Netherland Publicity: Adele Brown or Dorothy Wentworth King, VO. 5-2800.	FIRA BENENSON	SHERRY NETHERLAND CHANTECLAIR ROOM
Tuesday Oct. 11 1:00 P.M. Luncheon	FALL AND WINTER FASHION SHOW Showing of custom-order and ready-to-wear originals by Jonai. Press by invitation. Public by reservation; contact: MU. 8-3000, Ext. 6. Jonai Publicity: PL. 5-3500. Ritz Publicity: Marion Morrison, MU. 8-3000.	JONAI, INC. (408 PARK AVE.)	RITZ-CARLTON HOTEL OVAL ROOM
Oct. 12	COLUMBUS DAY (Wednesday).		
Wednesday Oct. 12 12:45 P.M. Luncheon	"YOUNG WORLD" FRIENDSHIP LUNCHEON Fall fashions "Through The Years", from age three to thirty, will be presented at a Friendship Luncheon in cooperation with CARE and "Save The Children Federation". Guest of Honor: Betty Betz. Press by invitation. Public by reservation; contact: Francois, TE. 8-8000. Pierre Fashion Director-Commentator: Nola Luxford, TE. 8-8000.	TWENTY DESIGNERS	HOTEL PIERRE COTILLION ROOM
Wednesday Oct. 12 1:00 P.M. Luncheon	MILLINERY FASHIONS AT LUNCHEON SHOW Presentation of new millinery by Milgrim. Press by invitation. Public by reservation; contact: "Nino", EL. 5-3000. Milgrim Publicity: Ruth Waltz, CI. 7-7200. Ted Saucier Publ. Office: Annette Goodrich, EL. 5-3000.	MILGRIM	WALDORF-ASTORIA SERT ROOM
Thursday Oct. 13 12:00 Noon Luncheon	FABRICS DIVISION LUNCHEON MEETING "News-Broadcast of Spring Fabrics"--Discussion of the fabrics industry by a panel of mill, store and market executives. There will also be an exhibit of Spring fabrics. Price (including tax and tip): \$3.50 for members; \$4.00 for guests (one for each member). Contact: The Fashion Group, Inc., CI. 7-3940.	THE FASHION GROUP, INC. (9 ROCKEFELLER PLAZA)	HOTEL BILTMORE BALLROOM
Thursday Oct. 13 1:00 P.M. Luncheon	CUSTOM-ORDER FASHIONS AT LUNCHEON SHOW Presentation of custom-made suits, coats, furs and casual clothes. Press by invitation. Public by reservation; contact: PL. 9-3000, Ext. 176. Knize Publicity and Plaza Fashion Director: Mary Alice Rice, CI. 6-1790.	KNIZE (24 EAST 56 ST.)	HOTEL PLAZA TERRACE ROOM

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Friday Oct. 14 11:00 A.M. Aperitif	PRESS PREVIEW OF NEW COLLECTION Mme. Schiaparelli will be present at the opening of her first American collection of coats and suits. By invitation only. Publicity: Ruth Hammer Associates, Inc., EL. 5-7108.	SCHIAPARELLI, INC.	530 SEVENTH AVENUE SHOWROOM
Friday Oct. 14 4:00 P.M. Cocktails	SHOWING OF 1950 "SEAMOLDS" BY FLEXEES New 1950 collection of "Seamolds" by Flexees will be shown to the press. For the first time, swimsuits will be made in the seven basic figure types--"the swimsuit with foundation fit." (<u>Note change of date</u>). Attendance by invitation only. Publicity: Bee Brawshaw, MU. 9-2100.	FLEXEES ARTISTIC FOUNDATIONS	417 FIFTH AVENUE SHOWROOM
Sunday Oct. 16	CHILDREN'S DAY Contact: George J. Hecht, chmn., 52 Vanderbilt Ave., MU. 5-4400.		
Monday Oct. 17 1:00 P.M. Luncheon	MILLINERY FASHIONS AT LUNCHEON SHOW Showing of millinery fashions by Peter Bondi. Press by invitation. Public by reservation; contact: PL. 9-3000, Ext. 176. Bondi Publicity and Plaza Fashion Director: Mary Alice Rice, CI. 6-1790.	PETER BONDI	HOTEL PLAZA PERSIAN ROOM
Monday Oct. 17 4:00 P.M. Cocktails	PRESS PREVIEW OF HOLIDAY HATS Lenesta will present a showing of her Holiday hats to the press. By invitation only. Publicity: Mildred Kaldor, MU. 9-5420.	LENESTA	15 EAST 53RD STREET SALON
Monday Oct. 17 6:00 P.M.	FASHION SHOW OF WOMEN'S DRESSES Fall Fashions for women will be presented at Gimbels. One woman, who will appear in her regular clothes and make-up, will be completely made-up and costumed in the latest fashions by Gimbels. Open to public. Publicity: Terry Mayer, LO. 5-1500, Ext. 600.	GIMBELS	3RD FLOOR
Week Of Oct. 17	NATIONAL GLOVE WEEK "Ladies and Gentlemen Always Wear Gloves"--theme of National Glove Week. Public Relations Counsel: Claire A. Wolff, LO. 4-7230.	NATIONAL GLOVE GROUP	THROUGHOUT COUNTRY
Tuesday Oct. 18 12:15 P.M. Luncheon	COSMETICS DIVISION LUNCHEON MEETING The Fashion Group will have a Cosmetics Division luncheon meeting. (More details later). Price (including tax and tip): \$3.25 for members; \$3.75 for guests. Contact: The Fashion Group, Inc., CI. 7-3940.	THE FASHION GROUP, INC. (9 ROCKEFELLER PLAZA)	HOTEL BILTMORE BALLROOM
Tuesday Oct. 18 1:00 P.M. Luncheon	SHOWING OF HAND- KNIT ORIGINALS Presentation of hand-knit dresses and suits. Public by reservation; contact: RH. 4-4700. Publicity: Cayton-Klempner, PL. 9-3408.	MIMI PEARCE (23 E. 67TH ST.)	TAVERN-ON-THE-GREEN CENTRAL PK.W. AT 67TH
Tuesday Oct. 18 1:00 P.M. Luncheon	MILLINERY FASHIONS AT LUNCHEON SHOW Showing of Fall millinery fashions by Laddie Northridge. Press by invitation. Public by reservation; contact: MU. 8-3000, Ext. 6. Laddie Northridge Publicity: Elizabeth Maher Associates, EL. 5-4248. Ritz Fashion Publicity: Marion Morrison, MU. 8-3000.	LADDIE NORTHRIDGE	RITZ-CARLTON HOTEL OVAL ROOM

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Tuesday Oct. 18 4:00 P.M. Cocktails	SUITS AND COATS STYLED BY STEFAN Preview of Linker & Herbert's "Spring Fashioncast" of suits and coats styled by Stefan. Cocktails at 4:00 P.M. Showing at 4:30 P.M. Attendance by invitation only. Publicity: Rosemary Sheehan, CI. 7-8060.	LINKER & HERBERT	HAMPSHIRE HOUSE COTTAGE
Wednesday Oct. 19 12:45 P.M. Luncheon	"STAR TIME AT PIERRE" FASHIONS AT LUNCHEON "Magical Beauty"--Fall fashions by specialty shops including Ada, Inc.--children's wear; Trent Leather--sportswear; Jeanne Rousseau Hats; Mimi Tuthill--gowns; Dorothee Furs; Maximilien Feldman--suits; Marie Fontaine--blouses; John Hall--hair stylist; de Tanya--imported silk scarfs; Asha Lingerie. Press by invitation. Public by reservation; contact: Francois, TE. 8-8000. Publicity for Fashion Show: Rosalyn Bader, EL. 5-4263. Hotel Pierre Fashion Director-Commentator: Nola Luxford, TE. 8-8000.	SPECIALTY SHOPS	HOTEL PIERRE COTILLION ROOM
Wednesday Oct. 19 1:00 P.M. Luncheon	FALL FASHIONS AT LUNCHEON SHOW Presentation of Russeks Fall fashions. (Note change of date). Press by invitation. Public by reservation; contact: "Nino", headwaiter, EL. 5-3000. Russeks Publicity: Miriam Lenzen, WI. 7-1900. Ted Saucier Publicity Office: Annette Goodrich, EL. 5-3000.	RUSSEKS FIFTH AVENUE	WALDORF-ASTORIA SERT ROOM
Wednesday Oct. 19 4:30 P.M. Cocktails	PRIVATE SHOWING FOR FASHION PRESS The McMullen Company's semi-annual preview for the fashion press, with a showing of their Resort and Spring fashions. Seating from 3:30 P.M. Showing promptly at 4:30 P.M. Attendance strictly by invitation, which must be presented at the door. (Trade showings at McMullen Showroom, 475 Fifth Avenue, beginning Thursday, Oct. 7, at 10:30 A.M. and 2:00 P.M.) Publicity: Isabella Crawford, MU. 3-9560.	THE McMULLEN CO. (475 FIFTH AVENUE)	HOTEL PLAZA BALLROOM
Thursday Oct. 20 12:30 P.M. Luncheon	"DIAMONDS U.S.A." DIAMOND FASHIONS 1950 Second nationwide showing of diamonds, presented at luncheon for the fashion press. Exhibitors: <u>Beverly Hills</u> --Ruser Jewels. <u>Boston</u> --Shreve, Crump & Low. <u>Chicago</u> --C.D. Peacock. <u>Cleveland</u> --Webb C. Ball, Co. <u>Dallas</u> --Arthur A. Everts Co.; Linz Bros. <u>Detroit</u> --Wright, Kay & Co. <u>New Orleans</u> --Coleman E. Adler & Sons. <u>New York City</u> --Black, Starr & Gorham; Cartier; Van Cleef & Arpels; Harry Winston. <u>Philadelphia</u> --J. E. Caldwell & Co. <u>San Francisco</u> --Shreve and Company. <u>St. Louis</u> --Mermod-Jaccard-King. <u>Washington</u> --Grape & Co. Attendance by invitation only. Publicity: Jean Shanley, CI. 6-0200.	N.W. AYER & SON, INC.	HOTEL PLAZA GRAND BALLROOM
Thursday Oct. 20 1:00 P.M. Luncheon	LUNCHEON FASHION PRESENTATION Fashion show by Rosette Pennington during luncheon. Press by invitation. Public by reservation; contact: PL. 9-3000, Ext. 176. Plaza Fashion Director: Mary Alice Rice, CI. 6-1790.	ROSETTE PENNINGTON (20 EAST 56 STREET)	HOTEL PLAZA TERRACE ROOM
Sunday Oct. 23- Oct. 26	CRUISE & RESORT WEAR Forty manufacturers, members of the Miami Fashion Council, will present continuous showings of their cruise and resort wear lines in individual showrooms. Included will be dresses; sportswear; swimsuits; children's wear; men's and boys' wear; accessories. Publ.: Ann Rabin, TR. 7-0455.	MIAMI FASHION COUNCIL	HOTEL NEW YORKER

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Monday Oct. 24 1:00 P.M. Luncheon	FASHION SHOW DURING LUNCHEON Presentation of fashions by Farquharson and Wheelock. Press by invitation. Public by reservation; contact: PL. 9-3000, Ext. 176. Farquharson & Wheelock Publ. and Plaza Fashion Director: Mary Alice Rice, CI. 6-1790.	FARQUHARSON & WHEELOCK (23 WEST 57TH STREET)	HOTEL PLAZA PERSIAN ROOM
Beginning Monday Oct. 24	SPRING AND RESORT OPENINGS OF FOGA The only collections of these houses for the entire Spring season, in accordance with their procedure of showing a single line for each season. (The other seasonal openings are: Summer lines in early February, and Fall lines in May). Guild members who will present their lines include. LARRY L. ALDRICH CO. HANSEN BANG, INC. BEN BARRACK, INC. WILLIAM BASS DRESS CO. CAPRI FROCKS, INC. DEITSCH, WERSBA & COPPOLA BEN J. GAM, INC. ED GERRICK, INC. A. GOODMAN & CO., INC. GRABOIS	FASHION ORIGINATORS' GUILD OF AMERICA, INC. FRED GREENBERG DRESS CO. JOSEPH HALPERT, INC. HORWITZ & DUBERMAN, INC. INTERNATIONAL DRESS CO. JUNIOR LEAGUE FROCKS NAT KAPLAN CHARLES LANG, INC. DAVID LEVINE CO. MARY LEE, INC. NATHAN-STRONG, INC. PAUL PARNES CORP.	INDIVIDUAL N. Y. SHOWROOMS PARNIS-LIVINGSTON BEN REIG, INC. RUDOLF GOWNS PAUL SACHS ORIGINALS MARTIN SIMON, INC. HERBERT SONDHEIM FRANK STARR, INC. SUZANNE-AUGUSTINE JANET TAYLOR HANNAH TROY, INC.
Contact: Leonard W. Gendler, Executive Secretary, CH. 4-6945.			
Tuesday Oct. 25 1:00 P.M. Luncheon	LUNCHEON FASHION PRESENTATION Showing of daytime and evening fashions. Press by invitation. Public by reservation; contact: MU. 8-3000, Ext. 6. Sada Sacks Contact: Milton Cline, TE. 8-5595. Ritz Fashion Publicity: Marion Morrison, MU. 8-3000.	SADA SACKS, INC. (671 MADISON AVE.)	RITZ-CARLTON HOTEL OVAL ROOM
Wednesday Oct. 26 12:45 P.M. Luncheon	"STAR TIME AT PIERRE" FUR FASHION SHOW "Beauty, Harmony, and Charm"--showing of Fall and Winter fur fashions; hair styles by Guro. Press by invitation. Public by reservation; contact: Francois, TE. 8-8000. Pierre Fashion Director-Commentator: Nola Luxford, TE. 8-8000.	HOUSE OF ARONOWICZ	HOTEL PIERRE COTILLION ROOM
Wednesday Oct. 26 3:00 P.M.	PRESENTATION OF WINTER COLLECTION Sydell will present her Winter collection of suits, dresses and gowns. Contact: EL. 5-8729.	SYDELL (666 FIFTH AVENUE)	HOTEL ASTOR GRAND BALLROOM
Thursday Oct. 27 12:30 P.M. Luncheon	PREVIEW OF COTTON PLAYCLOTHES Showing of Spring line of cotton playclothes by the White Stag Manufacturing Co. By invitation only. Contact: Mr. B.L. Kamberg, BR. 9-1974.	WHITE STAG MFG. CO. (PORTLAND, OREGON)	TAVERN-ON-THE-GREEN CENT. PK. W. & 67TH
Thursday Oct. 27 1:00 P.M. Luncheon	LUNCHEON FASHION PRESENTATION Fashion show by Sport and Travel, Inc. during luncheon. Press by invitation. Public by reservation; contact: PL. 9-3000, Ext. 176. Sport and Travel Publ. & Plaza Fashion Director: Mary Alice Rice, CI. 6-1790.	SPORT AND TRAVEL, INC. (511 MADISON AVENUE)	HOTEL PLAZA TERRACE ROOM
Oct. 30	GIRL SCOUT WEEK (Oct. 30-Nov. 5).		

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Week Of Oct. 31	SIXTEENTH ANNUAL NATIONAL SHOE FAIR Over 595 shoe firms throughout the country will display their 1950 Spring and Summer shoe styles in the Stevens, Morrison, Congress Hotels, and the Palmer House. Also, 80 booths of the allied trade will display their products in the Exhibition Hall at the Palmer House. Contact: George E. Gayou, Manager, Palmer House, Room 953 W, Chicago, Illinois.	NAT'L SHOE MFRS. ASS'N NAT'L SHOE RETAILERS ASS'N	PALMER HOUSE CHICAGO, ILLINOIS
Oct. 31	HALLOWE'EN (Monday).		
Tuesday Nov. 1- Nov. 4 2:30 P.M.; 8:45 P.M.	EIGHTH EDITION OF "FASHIONS OF THE TIMES" The New York Times will present its Eighth Annual Fashion Show, "Fashions Of The Times", with two performances daily, matinee and evening on Tuesday, Wednesday, Thursday and Friday. Tickets: \$3.60 (including tax). Contact: Virginia Lally, N.Y. Times Promotion Dept., LA. 4-1000, Ext. 507.	NEW YORK TIMES	NEW YORK TIMES HALL 240 WEST 44TH STREET
Tuesday Nov. 1- Nov. 8	SIXTY-FIRST NATIONAL HORSE SHOW AT MADISON SQUARE GARDEN Eight evening and eight matinee performances of the 61st National Horse Show at Madison Square Garden, with daily performances at 2:00 P.M. and 7:45 P.M. Prices, including tax: Evenings--\$1.50-\$6.00; Matinees--\$1.50-\$3.50. Publicity: Elser and Cothran; Carol Berman, MU. 7-7837.		
Wednesday Nov. 2 12:45 P.M. Luncheon	"WHAT EVERY WOMAN SHOULD KNOW OF MEN'S FASHIONS" "Let's Dream Again"--preview of men's styles for 1950 in an all-male fashion show will be presented during luncheon. Press by invitation. Public by reservation; contact: Francois, TE. 8-8000. Pierre Fashion Director - Commentator: Nola Luxford, TE. 8-8000.	A PANEL OF FASHION EXPERTS	HOTEL PIERRE COTILLION ROOM
Wednesday Nov. 2 1:00 P.M. Luncheon	LUNCHEON FASHION PRESENTATION Fashion show by Milgrim during luncheon. Press by invitation. Public by reservation; contact: "Nino", EL. 5-3000. Milgrim Publicity: Ruth Waltz, CI. 7-7200. Ted Saucier Publicity Office: Annette Goodrich, EL. 5-3000.	MILGRIM	WALDORF-ASTORIA SERT ROOM
Wednesday Nov. 2 2:30 P.M.	PRESENTATION OF WINTER COLLECTION Sydell will present her Winter collection of suits, dresses and gowns. Contact: EL. 5-8729.	SYDELL (666 FIFTH AVE.)	WALDORF-ASTORIA STARLIGHT ROOF
Monday Nov. 7- Nov. 13 12:00 Noon- 11:00 P.M.	TWENTY-SIXTH ANNUAL WOMEN'S EXPOSITION This year's "showcase of women's activities" will be presented in a panorama of colorful booths and displays. Among the exhibitors will be The American Thread Co.; Harriet Hubbard Ayer; and B. Altman & Co. (daily fashion shows). Admission to Exposition: 50¢ plus tax. Publicity: Aileen Fogarty, EL. 5-6316.	WOMEN'S INTERNATIONAL EXPOSITION	71ST REGIMENT ARMORY PARK AVE. & 34TH ST.
Wednesday Nov. 9 12:45 P.M. Luncheon	"FASCINATION" LUNCHEON SHOW Presentation of John Rubel jewels; Guro hair styles; Boue Soeurs gowns; Amalie Tutsch gloves; Charles Weinstein bags; Haggerty shoes. Press by invitation. Public by reservation; contact: Francois, TE. 8-8000. Fashion show publicity: Rosalyn Bader, EL. 5-4263. Pierre Fashion Director-Commentator: Nola Luxford, TE. 8-8000.	JOHN RUBEL CO.; GURO	HOTEL PIERRE COTILLION ROOM

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Nov. 11	ARMISTICE DAY (Friday).		
Saturday Nov. 12 11:00 A.M.	"YOUNG SPROUTS" FASHION SHOW Presentation of children's fashion including clothes for teenagers. Open to public. Publicity: Rita Dobbins, TR. 5-3100.	MARTIN'S BROOKLYN	4TH FLOOR
Tuesday Nov. 15 12:30 P.M. Luncheon	SPRING MILLINERY AT LUNCHEON SHOW Millinery Designers' League will present advance Spring hats at their semi-annual luncheon show. Press by invitation. Tickets: \$12.50. Contact: Anne Hoerer, PE. 6-8444.	MILLINERY DESIGNERS' LEAGUE	WALDORF-ASTORIA WEDGWOOD ROOM
Wednesday Nov. 15 1:00 P.M. Luncheon	SHOWING OF RESORT AND HOLIDAY HATS "Hatty, Hatty, Hatty Talk" for "quick look at the Peg Fischer look" for the "little season" in Palm Beach and Holiday season in New York. Press by invitation. Public by reservation; contact: MU. 8-3000, Ext. 6. Ritz Carlton Fashion Publicity: Marion Morrison, MU. 8-3000. Peg Fischer Publicity: Rosemary Sheehan, CI. 7-8060.	PEG FISCHER	RITZ CARLTON HOTEL OVAL ROOM
Wednesday Nov. 16 12:45 P.M. Luncheon	"WHAT THE WELL-BRED DOG SHOULD WEAR" Benefit show for N.Y. Tuberculosis & Health Assn., Inc., presenting canine fashions modeled by prize-winning dogs. Press by invitation. Public by reservation; contact: Francois, TE. 8-8000. Pierre Fashion Director-Commentator: Nola Luxford, TE. 8-8000.	HAMMACHER SCHLEMMER; DOGS, INC.	HOTEL PIERRE COTILLION ROOM
Wednesday Nov. 16 1:00 P.M. Luncheon	CASUAL FASHIONS AT LUNCHEON SHOW Presentation of fashions for casual wear during luncheon. Press by invitation. Public by reservation; contact: "Nino", headwaiter, EL. 5-3000. Casual Clothes Contact: RE. 7-2184. Ted Saucier Publicity Office: Annette Goodrich, EL. 5-3000.	CASUAL CLOTHES, INC. (744 MADISON AVENUE)	WALDORF-ASTORIA SERT ROOM
Monday Nov. 21 8:00 P.M.	OPENING: METROPOLITAN OPERA SEASON Grand opening of the 1949-50 Metropolitan Opera, the 65th season. Opening opera will be Richard Strauss' "DER ROSENKAVALIER". Publicity: Margaret Carson, PE. 6-1200.	METROPOLITAN OPERA ASSOCIATION, INC.	MET. OPERA HOUSE B'WAY AT 39TH ST.
Tuesday Nov. 22 12:15 P.M. Luncheon	MEMBERS' MONTHLY LUNCHEON MEETING The Fashion Group will hold its members' monthly luncheon meeting. More details later. Price (including tax and tip): \$3.25 for members; \$3.50 for guests (one for each member). Contact: The Fashion Group, CI. 7-3940.	THE FASHION GROUP, INC. (9 ROCKEFELLER PLAZA)	HOTEL BILTMORE BALLROOM
Wednesday Nov. 23 12:45 P.M. Luncheon	LUNCHEON SHOW: "TOWN AND COUNTRY SMARTNESS" Presentation of Fall fashions by a group of specialty shops. Press by invitation. Public by reservation; contact: Francois, TE. 8-8000. Pierre Fashion Director-Commentator: Nola Luxford, TE. 8-8000.	SPECIALTY SHOPS	HOTEL PIERRE COTILLION ROOM
Nov. 24	THANKSGIVING DAY (Thursday).		

MUSIC...MOVIES...THEATRE...TELEVISION

- Friday
Sept. 30 PREMIERE: "TASK FORCE" (Movie) STRAND THEATRE, B'WAY AND 47TH STREET
Warner Brothers' historical dramatization of the United States Navy air
arm and the part it played in World War II. Starring Gary Cooper,
Patricia Neal, Wayne Morris, and Walter Brennan. Producer: Jerry Wald.
Director: Delmar Daves. Publicity: Eve Siegel, CI. 6-1000.
- Friday
Sept. 30-
Oct. 2 BALLET Russe DE MONTE CARLO METROPOLITAN OPERA HOUSE, 39TH ST. & B'WAY
Ballet Foundation presents the Ballet Russe de Monte Carlo:
Fri. Eve., Sept. 30: LES SYLPHIDES; IGROUCHKI; PAQUITA; LE BEAU DANUBE.
Sat. Mat., Oct. 1: QUELQUES FLEURS; THE NUTCRACKER; GRADUATION BALL.
Sat. Eve., Oct. 1: PAS DE QUATRE; BIRTHDAY; THE MUTE WIFE; RAYMONDA.
Sun. Mat., Oct. 2: THE NUTCRACKER; IGROUCHKI; BIRTHDAY.
Sun. Eve., Oct. 2: PAS DE QUATRE; MUTE WIFE; BIRTHDAY; LE BEAU DANUBE.
Tickets: \$1.20-\$3.00 (tax included). Publicity: Mike Mindlin, CI. 7-5911.
- Monday
Oct. 3 TELEVISION: KATHI NORRIS, "YOUR TELEVISION SHOPPER" WABD, CHANNEL 5
11:00 A.M. "Focus on Fabrics", television show with commentation by Ruth Drake,
fashion editor, "Redbook" magazine. Contact: Babs Donniger, MU. 7-0096.
- Monday
Oct. 3 OPENING: "TWELFTH NIGHT" EMPIRE THEATRE, 1430 B'WAY AT 40TH STREET
Roger Stevens presents the Shakespearian comedy for a limited engagement.
The cast includes Arnold Moss, Francis Reid, Carl Benton Reid, Harry Tone,
Philip Tonge and Truman Smith. Contact: PE. 6-0938.
- Tuesday
Oct. 4 OPENING: "YES M'LORD" BOOTH THEATRE, 45TH ST. W. OF B'WAY
Messrs. Lee and J. J. Shubert and Linnet and Dunfee Ltd. present a comedy
by W. Douglas Home. Directed by Philippa Hastings, the cast includes:
A.E. Matthews, Iris Hoey, George Curzon, Mary Hinton, Hugh Kelly, Tom
MacAulay, Gladys Boot, Diane Hart and Elaine Stritch. Settings and
costumes: Edwin Gilbert. Publicity: Sam Stratton, CI. 6-9500.
- Beginning
Tuesday
Oct. 4 OPENING: GILBERT AND SULLIVAN MARK HELLINGER THEATRE, 1665 B'WAY
S. M. Chartock presents Gilbert and Sullivan operettas: THE MIKADO, week
of Oct. 4; THE PIRATES OF PENZANCE, week of Oct. 10; H.M.S. PINAFORE and
TRIAL BY JURY, week of Oct. 17; IOLANTHE, week of Oct. 24. Prices: \$1.20-
\$4.80 (tax included). Publicity: Nat Dorfman, LO. 3-0858.
- Thursday
Oct. 6 OPENING: LES BALLET DE PARIS WINTER GARDEN THEATRE, 1634 B'WAY
Messrs. Shubert and Arthur Lesser present Roland Petit's ballet troupe
offering CARMEN, L'OEUF A LA COGUE, RENDEZ-VOUS, PAS D'ACTION and LE
COMBAT. Publicity: Walter Alford, CI. 5-7930.
- Beginning
Thursday
Oct. 6 TWELFTH ANNUAL SEASON: THE N.Y.C. OPERA CO., CITY CENTER, 131 WEST 55TH
The New York City Opera Co., under the direction of Laszlo Halasz,
presents the following program: Thurs. Eve., Oct. 6: DER ROSENKAVALIER;
Fri. Eve., Oct. 7: LA TRAVIATA; Sat. Eve., Oct. 8: TOSCA; Sun. Mat.,
Oct. 9: CARMEN; Sun. Eve., Oct. 9: LA BOHEME. Tickets: \$1.50-\$3.00 (tax
included). Publicity: Jean Dalrymple, MU. 8-3847.
- Thursday
Oct. 6 PREMIERE: "THE HEIRESS" (Movie) RADIO CITY MUSIC HALL, 6TH AVE. & 50TH
Paramount Pictures presents film about a physician living with his only
daughter in Washington Square in 1850. Bitter disillusionment in his
daughter leads to cruelty and family hatred. Stars: Olivia de Havilland,
Montgomery Clift and Ralph Richardson. Producer, director: William Wyler.
Wardrobe: Edith Head. Publicity: Rex Taylor: BR. 9-8700.